



IDENTITY GUIDELINES | BUILDING THE SKYWARD BRAND

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INTRODUCTION

Our visual identity is a very valuable asset and an essential part of the Skyward brand. Using our brand correctly is important to us. We have a few guidelines for using Skyward's brand resources. These guidelines provide everything you need to create professional communication materials that will build the Skyward brand. To help ensure the continued success of Skyward, please take a moment to familiarize yourself with our logo guidelines for future use of our logo.

SKYWARD TRADEMARK

SKYWARD TRADEMARK

Skyward and the Skyward logo design are trademarks or registered trademarks of Skyward, Inc. All other product and company names should be considered the property of their respective companies and organizations.



BRAND GUIDELINES

Our visual identity is an essential part of the Skyward brand. Please seek permission from us before using the Skyward logo by sending an email to info@skyward.com.

When using the Skyward logo, please apply the guidelines included here.

LOGO.PRINT

SIZE, SPACING & POSITIONING

Logo used for printed collateral materials includes all printed publications, advertising, billboards, posters, flyers, brochures and product packaging, etc. The following demonstrates the correct way to use the Skyward logo.

- ▶ There are no maximum size restrictions.
- ▶ The logo should not be scaled down any smaller than one inch in width.
- ▶ The Skyward logo needs sufficient visual space so that its impact is not degraded. To prevent text, images or other graphic elements from interfering with the logo, we defined an exclusion zone. Exclusion zone is a minimum measurement of the height of the “S.”
- ▶ The logo should be at least 3/8” away from the trim.



LOGO.SCREEN

WEB & VIDEO

This is our logo to be used for all screen work, which includes websites, banners, presentations and videos.

WEB

When using the Skyward logo for any web material, do not scale the logo down any smaller than 110 pixels wide.

TYPOGRAPHY

When creating web banners, fonts that should be used are Helvetica, Avenir and Frutiger. See page 6.

VIDEO

Video is an important tool. Videos can be used to deliver key messages to external audiences. We strive to uphold current best practices in videography to provide our audiences with the highest quality viewer experience.

LOGO ON SCREEN

If the logo is the only thing on the screen, it should be no smaller than a third of the screen. If the logo is not the only element on the screen, it should be no smaller than a 16th of the screen.

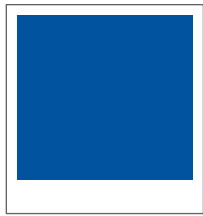


COLOUR

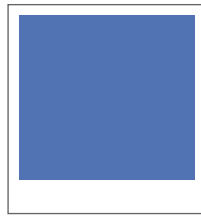
REFLEX BLUE

Consistent use of colors supports visual cohesion across our communications. Reflex Blue is our greatest distinguishing feature and is an essential part of our brand identity. It is what gives us personality.

VALUES



PANTONE: Reflex Blue
CMYK: 100 / 72 / 0 / 6
RGB: 0 / 83 / 159
HEX: #00539F



PANTONE: Reflex Blue
(reflex blue with tint at 70%)
CMYK: 70 / 50 / 0 / 4
RGB: 85 / 117 / 180
HEX: #5575B4



PANTONE: Reflex Blue
(reflex blue with tint at 40%)
CMYK: 40 / 29 / 0 / 2
RGB: 148 / 163 / 208
HEX: #94A3D0



TYPOGRAPHY

ACCEPTABLE TYPEFACE

Typography is a crucial element of the visual identity. It plays an important role in keeping a consistent look and feel. The following font families are acceptable to use for all communications pieces.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ACCEPTABLE & NON-ACCEPTABLE FORMS OF USE

Below are some non-acceptable and acceptable forms of use for the Skyward logo. If you choose to deviate from the acceptable forms of use of the Skyward logo, as outline in this style guide, you must contact the Skyward Marketing Department for permission, which will be granted at the discretion of the Skyward Marketing Department. Failure to comply with the guidelines outlined for the use of Skyward's logo will result in further action.



Do not rotate.



Do not add dropshadow.



Do not emboss.



Do not add outlined strokes.



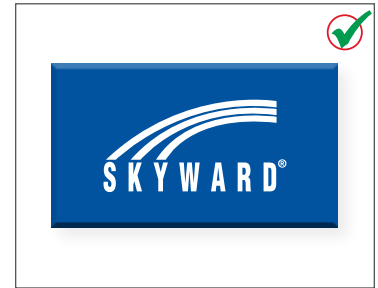
Do not stretch or distort the logo.



Making the logo a solid reflex blue is acceptable.



Acceptable and preferred to use the solid white Skyward logo on a dark background.



Acceptable to use any Skyward logo in a button or container for link purposes.

ADDITIONAL LOGOS

The following logos are available in various file formats for print or digital use.



Skyward Employee Access



Skyward Family Access



Skyward Professional Development Center

ADDITIONAL FORMS OF USE:

- ▶ Always use the original logo artwork provided by Skyward.
- ▶ When using a logo on a dark background, it is acceptable and preferred to use the solid white version.
- ▶ It is acceptable to use any of the logos in a button or container for link purposes.
- ▶ Do not modify the original logo marks in any way.
- ▶ Do not stretch the logo. Always reduce or enlarge the logo proportionately.
- ▶ Do not use filters or special effects such as glow, emboss, blur, sketch, etc...
- ▶ Do not rotate or use the logo on an angle.
- ▶ Do not screen the logo back or use it as a watermark.
- ▶ Do not use a logo that is blurry or pixelated.
- ▶ Do not place the logo directly on a score, fold or cut on print materials.